



General Services Administration  
Federal Supply Service  
Authorized Federal Supply Schedule Price List

Advertising & Integrated Marketing Solution  
Schedule 541

Contract Number GS-07F-0132X  
Contract Period – November 18, 2010 – February 28, 2015

Special Item Numbers (SINs) Offered

541-1: Advertising Services  
541-4d: Conference, Events and Tradeshow Planning Services  
541-1000: Other Direct Costs

Business Size: Small Business, Woman-Owned, HUB Zone Certified

9001 Edmonston Road, Suite 200  
Greenbelt, MD 20770

O: 301.577.0244 | eFax: 301.576.5714

Woman-Owned | HUBZone-Designated | Minority Business Enterprise

*Integrated Solutions. Innovation Unleashed.*

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## TERMS AND CONDITIONS

1a. Special Item Numbers (SINs)	<p>The SINs listed below are covered by this price list. Labor rates for services provided under these CLINs are in Attachment 1.</p> <p>541-1: Advertising Services  541-4d: Conference, Events and Tradeshow Planning Services  541-1000: Other Direct Costs</p>
1b. Lowest Price Model Number	Not applicable
1c. Hourly Rates and Labor Categories	See Attachment 1
2. Maximum Order	The maximum order limit for this contract is \$1,000,000 per SIN and \$3,000,000 per order.
3. Minimum Order	The minimum order for this contract is \$100.
4. Geographic coverage (delivery area)	The geographic scope of this contract is domestic 50 states, District of Columbia, Puerto Rico, U.S. Territories and to CONUS port or consolidation point for orders received from overseas activities.
5. Point(s) of production (city, county, and State or foreign country)	9001 Edmonston Road, Suite 200 Greenbelt, MD 20770
6. Discount from list prices or statement of net price	The negotiated basic discount for GSA is 0% since the Federal government is our most favored customer and these prices are reflective of MFC pricing. However, Seamon Corporation reserves the right to determine any additional rate discounts on a case-by-case basis.
7. Quantity discounts	1% for orders exceeding \$50,000.
8. Prompt payment terms	1% for payment within 15 days otherwise net 30.

9a. Notification that Government purchase cards are accepted at or below the micro-purchase threshold.	Seamon Corporation will accept Government purchase credit cards for purchase at or below \$3,000.00.
9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold.	Seamon Corporation will accept Government purchase credit cards for purchase above \$3,000.00.
10. Foreign items	Not applicable
11a. Time of delivery	Seamon Corporation will provide Advertising Services as negotiated per negotiated order.
11b. Expedited Delivery	Items available for expedited delivery are noted in this price list.
11c. Overnight and 2-day delivery	The schedule customer may contact the Contractor for rates for overnight and 2-day delivery.
11d. Urgent Requirements	Pursuant to Clause I-FSS-140-B, when feasible Seamon Corporation will accommodate urgent requirements.
12. F.O.B. point(s)	Destination
13a. Ordering address(es)	Seamon Corporation 9001 Edmonston Road Suite 200 Greenbelt, MD 20770 Attn: Contracts Department (301) 577-0244 Fax: (301) 577-6856
13b. Ordering procedures	1. Online: <a href="http://www.seamoncorporation.com/">http://www.seamoncorporation.com/</a> 2. Email: <a href="mailto:blsgsa@seamoncorporation.com">blsgsa@seamoncorporation.com</a> 3. Phone: (301) 577-0244 ext. 1800 Malitta Seamon
14. Payment address(es)	<div>Mailing:</div> <div>Seamon Corporation 9001 Edmonston Road Suite 200 Greenbelt, MD 20770 Attn: Accounts Payable Ph: (301) 577-0244 Fx: (301) 577-6856</div> <div>Electronic:</div> <div>Wells Fargo Bank, N.A. PO Box 82380 Philadelphia, PA 19182-3280 ABA #121000248 San Francisco, CA 91404 Acct #4121281877</div>

15. Warranty provision	Standard commercial warranty.
16. Export packing charges (if applicable)	Not applicable
17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level)	Seamon Corporation will accept Government purchase credit cards for purchases above the micro-purchase threshold.
18. Terms and conditions of rental, maintenance, and repair (if applicable)	Not applicable
19. Terms and conditions of installation (if applicable)	Not applicable
20a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable)	Not applicable
20b. Terms and conditions for any other services (if applicable)	Not applicable
21. List of service and distribution points (if applicable)	Not applicable
22. List of participating dealers (if applicable)	Not applicable
23. Preventive maintenance (if applicable)	Not applicable
24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduce pollutants)	Not applicable

<p>24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at:  <a href="http://www.Section508.gov/">http://www.Section508.gov/</a>.</p>	<p>Seamon Corporation's web department ensures compliance with Section 508 of the Americans with Disabilities Act. 508 compliance is a standard operating procedure for any Web site BLS develops. All Web sites undergo rigorous testing via our 508 compliance tool. Web sites are not launched until 100 percent compliance is achieved.</p>
<p>25. Data Universal Number System (DUNS) number</p>	<p>Seamon Corporation - 781844808</p>
<p>26. Notification regarding registration in System for Award Management (SAM) database</p>	<p>Seamon Corporation registration in the SAM database is current.</p>
<p>27. GSA Contract Administrator</p>	<p>Rena Robinson  Federal Pricing &amp; Business Analyst  Seamon Corporation  (301) 577-0244 ext. 3100  <a href="mailto:rrobinson@seamoncorporation.com">rrobinson@seamoncorporation.com</a></p>

DEFINITIONS OF LABOR CATEGORIES: SIN 541-1, ADVERTISING SERVICES
Production/Media Director
<p><i>At least ten (10) years of demonstrated success in media and public relations or journalism with a minimum of five (5) years experience in a leadership role. Bachelor's degree in marketing, communications, journalism or related field; or equivalent combination of education and experience.</i></p> <p>Directs all production, media relations, and public information activities; provides leadership in conceptualizing, planning, implementing and monitoring results of activities designed to help meet objectives; oversees design, production and distribution of communications materials, including print and video productions; identifies market segments and matches organization's services to the needs of each segment; conducts market research and sets priorities for resources; develops and implements marketing plans for growth and diversification, monitors and evaluates marketing activities; develops strategic partnerships with complementary organizations; and prepares technical and cost proposals.</p>
Production/Media Manager
<p><i>Minimum of seven (7) years of experience in media relations, public relations, marketing or related experience with three (3) years supervisory or team lead experience; Bachelor's degree in marketing, public relations, journalism or related field of study.</i></p> <p>Manages communications activities to increase media awareness of the client's or organization's products and services; supervises writing, editing and production of all publications and marketing related collateral; oversees solicitation of vendors; conduct market research; and maintains resource database for potential teaming partners.</p>
Production/Media Assistant
<p><i>Minimum of three (3) years of related experience in production or media relations. High school diploma with bachelor's degree in marketing, communication, public relations or related field of study preferred.</i></p> <p>Support level personnel providing logistical and high level administrative support for all production and media relations initiatives.</p>
Project Coordinator
<p><i>Three (3) or more years of related logistics/conferences planning experience; high school diploma with Bachelors Degree preferred.</i></p> <p>Specialists in the management of the logistics and materials needed to support the events and the needs of the participants. These individuals are capable of carrying out independent assignments with minimum supervision.</p>
Recruitment Specialist
<p><i>Minimum of seven to ten (7-10) years of recruitment experience; Professional in Human Resources (PHR) or Senior Professional in Human Resources (SPHR) designation preferred. Bachelor's Degree in business, human resources, psychology or related field required.</i></p>



Manages recruitment and retention efforts and ensures that processes and procedures are aligned to attract, hire and retain high-quality employees, always with an eye towards automating, enhancing and streamlining processes. Drives a candidate-centric experience, sells the organization's "employment value proposition", promotes diversity within candidate pools and proactively works to enhance employee engagement.

#### Communications Project Manager

*Ten (10) or more years of experience in a marketing or communications role; experience working directly with a client facing field organization; seven (7) or more years of experience managing a creative team in marketing, print, and/or production. Bachelor's Degree required with a Master's degree a plus; specialization in communications, business, marketing, advertising, journalism, or a related field preferred.*

Oversees the delivery, quality, and level of excellence of creative and production services provided and subsequent monitoring of client satisfaction. Leads team on large projects. Analyzes new and complex project related problems and creates innovative solutions.

#### Communications Coordinator

*At least three (3) years of experience in marketing communications; Bachelor's degree in Marketing, Business Administration, Communications or a related field of study.*

Specialist level personnel responsible for the design, implementation and evaluation of communication production, and outreach initiatives. Assists with the writing and execution of marketing, communications, and outreach plans for multiple accounts with unique audiences and challenges.

#### Web Project Manager

*Minimum of seven to ten (7-10) years of related web development experience with a minimum of three (3) years of management experience required; Bachelors Degree in information technology, computer science, information systems, or related field of study.* Provide ongoing analysis and strategic management of Web Department. Develops plans for implementation of new projects, coordinates processes with web team and provide plans including procedures, timelines and accountability. Manages workflow between department, technology groups and corporate resources. Leads team on complex web development projects or initiatives.

#### Web Developer

*At least three to four (3-4) years of relevant experience designing/developing dynamic web applications. Experience in some of the following tools required; ColdFusion, Drupal, HTML, DHTML, CSS, J2EE, JavaScript, JBoss, C#/VB.NET/ASP.NET, Spring and image creation/editing software. Three to four (3-4) years of experience in Web Technologies: Video, Flash, AJAX, XSLT, XML, Microsoft SharePoint and Web Services. Bachelor's degree or equivalent work experience in computer science, information technology, or related technical field.*

Develops, implements, and maintains client friendly web applications incorporating user interface, business processing and data interaction. Responsible for mapping client's requirement into functional and client friendly websites. Designs, develops, tests, and documents workflows based on the business process requirements. Performs system design, architecture, and implementation.

#### Media/Web Designer

*Minimum of three to five (3-5) years of experience in graphic design work; Bachelor's degree in graphic design, studio art, or related design field required.*

Supports creative projects for clients as well as corporate marketing needs. Responsible for developing visual solutions to the communications needs by using the latest design software, applying his/her knowledge of current design, technology, and social media trends, and working within teams to design and produce an array of print, Web, and multimedia materials.

Graphics Project Manager
<p><i>Minimum of five to seven (5-7) years of experience in graphic design and/or web design with minimum of two (2) years in a team lead or supervisory role within an organization. Bachelor's Degree in Fine Arts, Marketing, Graphic Design, or other related major required.</i></p> <p>Reports to a Director. Has overall project management responsibility. Leads a team of Designers in creating and producing print materials, web designs, and multimedia presentations for internal and external clients. Analyzes new and complex project related problems and creates innovative solutions.</p>
Senior Writer
<p><i>Bachelor's degree in publishing, journalism, communications or related field required; Master's degree preferred; seven to ten (7-10) years of experience as an editor, journalist, or writer; one to three (1-3) years of team lead or supervisory experience required.</i></p> <p>Oversees and provides professional services including but not limited to writing, substantive editing, copyediting, proofreading, and format editing. Assignments will include the review of client-facing print- and web-based materials as well as corporate marketing publications and other collateral. Create and maintain style guides for project and company documents; ensure that corporate and project documents meet established quality standards; will manage editing functions as a team lead including coordination of daily duties and responsibilities.</p>
Editor/Proofreader
<p><i>Minimum of five (5) years of experience as an editor, journalist, or writer; academic background a plus; Bachelor's degree in publishing, communications, English, marketing, or related coursework and experience required.</i></p> <p>Provides professional writing and editing skills for corporate marketing and client collateral materials, presentations, and other documents and materials developed or supported by the company.</p>
Director of Technical Services
<p><i>Bachelor's degree or equivalent; Master's degree preferred. Minimum of twelve to fifteen (12-15) years of experience in information technology field required with ten (10) or more years of management experience.</i></p> <p>Senior management personnel that provides vision and leadership for developing and implementing information technology initiatives throughout the organization that supports the long term objectives, mission and vision of the Company. Monitors all the latest developments in information technology and plays a leading role in the evaluation, acquisition and implementation of new technologies and systems as well as planning and execution of enhancements to existing technologies and systems. Manages a team of professionals who are accountable for the delivery of all information technology services.</p>
Network Administrator
<p><i>Bachelor's degree or equivalent; five (5) or more years of related systems administration experience.</i></p> <p>Responsible for provisioning, installing, configuring, operating, and maintaining network systems hardware/software and related infrastructure with a strong focus on information security. As a key member of the IT Service Group this individual is a lead technical resource, providing essential support to systems and networks, by leveraging technical expertise in systems and network administration and desktop support.</p>
Information Specialist
<p><i>High school diploma with Bachelor's degree preferred; Minimum of one (1) year of inbound call center, customer service or administrative/clerical experience with telephone related responsibilities.</i></p> <p>Support staff member responsible for providing inbound call and customer service support. Individuals will answer a multi-line phone system, triage calls, reply to general inquiries, as applicable, and direct calls to their destination without delay and in a professional manner that positively represents our clients.</p>

## DEFINITIONS OF LABOR CATEGORIES: 541-4d, CONFERENCE, EVENTS AND TRADESHOW PLANNING SERVICES

### Sr. Project Director

*Bachelors Degree or equivalent; Masters Degree Preferred; 10 or more years related logistics/conference planning experience with a minimum of 8 years of management experience required*

Corporate Monitors are members of the Senior Leadership team and provide strategic oversight related to the overall delivery, quality, and level of excellence of services provided by Seamon Corporation. Corporate Monitors will also ensure that the staff deliver superior customer service, on time and within budget using established department and company systems and processes.

### Project Director

*Bachelors Degree or equivalent; 7 or more years of related logistics/conference planning experience with a minimum of 5 years of management experience required*

Senior Management personnel with extensive experience in planning and managing events and managing the full Statement of Work for the event. This position has corporate level management experience that reflects an ability to command organization resources and direct staff within the broader organization.

### Project Manager

*Bachelors Degree or equivalent; 5 or more years of related logistics/conference planning experience with a minimum of 3 years of management experience required*

Senior technical personnel acting in a management or supervisory role with extensive experience in conducting the events and general skills necessary to coordinate delivery on the full Statement of Work for the event.

### Project Coordinator

*High School Diploma with Bachelors Degree preferred; 3 or more years of related logistics/conference planning experience*

Specialists in the management of the logistics and materials needed to support the events and the needs of the participants. These individuals are capable of carrying out independent assignments with minimum supervision.

### Project Assistant

*High School diploma with Bachelor's Degree preferred; minimum of 3 years of related experience OR Bachelor's degree in hospitality, event management or related field OR equivalent combination of education and experience*

Support staff member providing logistical, high level administrative, and customer service responsibilities. The Project Assistant will independently perform conference related tasks as assigned and may be responsible for drafting materials or initiating certain activities.

### Administrative Support

*High school diploma with Bachelor's degree preferred; minimum of 1 year clerical, administrative or inventory control related experience*

Support staff member providing administrative and customer service responsibilities. The Administrative Support team member will independently perform administrative tasks related to conference and logistics needs.

LABOR CATEGORY RATES

 <p><i>Integrated Solutions. Innovation Unleashed.</i> Woman-Owned   HUBZone-Designated   Minority Business Enterprise</p>						
		<b>11/18/2010</b>	<b>3/1/2011</b>	<b>3/1/2012</b>	<b>3/1/2013</b>	<b>3/1/2014</b>
<b>SIN</b>	<b>LABOR CATEGORY</b>	<b>through</b>	<b>through</b>	<b>through</b>	<b>through</b>	<b>through</b>
		<b>2/28/11</b>	<b>2/29/12</b>	<b>2/28/13</b>	<b>2/28/14</b>	<b>2/28/15</b>
541-4d	Administrative Support	\$ 39.42	\$ 40.84	\$ 41.70	\$ 42.57	\$ 43.47
541-1	Communications Coordinator	\$ 57.20	\$ 59.26	\$ 60.50	\$ 61.77	\$ 63.07
541-1	Communications Project Manager	\$ 104.18	\$ 107.93	\$ 110.20	\$ 112.51	\$ 114.87
541-1	Director of Technical Services	\$ 122.57	\$ 126.98	\$ 129.65	\$ 132.37	\$ 135.15
541-1	Editor/Proofreader	\$ 56.65	\$ 58.69	\$ 59.92	\$ 61.18	\$ 62.47
541-1	Graphics Project Manager	\$ 81.00	\$ 83.92	\$ 85.68	\$ 87.48	\$ 89.31
541-1	Information Specialist	\$ 49.03	\$ 50.80	\$ 51.86	\$ 52.95	\$ 54.06
541-1	Media/Web Designer	\$ 70.99	\$ 73.55	\$ 75.09	\$ 76.67	\$ 78.28
541-1	Network Administrator	\$ 107.25	\$ 111.11	\$ 113.44	\$ 115.83	\$ 118.26
541-1	Production/Media Assistant	\$ 49.03	\$ 50.80	\$ 51.86	\$ 52.95	\$ 54.06
541-1	Production/Media Director	\$ 158.32	\$ 164.02	\$ 167.47	\$ 170.98	\$ 174.57
541-1	Production/Media Manager	\$ 86.82	\$ 89.95	\$ 91.83	\$ 93.76	\$ 95.73
541-4d	Project Assistant	\$ 49.66	\$ 51.45	\$ 52.53	\$ 53.63	\$ 54.76
541-1	Project Coordinator	\$ 64.35	\$ 66.67	\$ 68.07	\$ 69.50	\$ 70.96
541-4d	Project Coordinator	\$ 64.35	\$ 66.67	\$ 68.07	\$ 69.50	\$ 70.96
541-4d	Project Director	\$ 94.29	\$ 97.68	\$ 99.74	\$ 101.83	\$ 103.97
541-4d	Project Manager	\$ 80.20	\$ 83.09	\$ 84.83	\$ 86.61	\$ 88.43
541-1	Recruiting Specialist	\$ 52.09	\$ 53.97	\$ 55.10	\$ 56.26	\$ 57.44
541-4d	Senior Project Director	\$ 130.76	\$ 135.47	\$ 138.31	\$ 141.22	\$ 144.18
541-1	Senior Writer	\$ 70.56	\$ 73.10	\$ 74.64	\$ 76.20	\$ 77.80
541-1	Web Developer	\$ 87.32	\$ 90.46	\$ 92.36	\$ 94.30	\$ 96.28
541-1	Web Project Manager	\$ 94.99	\$ 98.41	\$ 100.48	\$ 102.59	\$ 104.74

OTHER DIRECT COSTS: 541-1000, (03/01/10 – 02/28/15)

Component	Not-to-Exceed	Component	Not-to-Exceed	Component	Not-to-Exceed
Audiovisual Equipment	\$ 75,481.04	Exhibit Booths	\$ 80,500.00	Printing	\$ 8,644.57
Badges	\$ 311.66	Food/Receptions	\$ 116,250.00	Registration Fees	\$ 3,585.57
Coffee Breaks/Refreshments	\$ 11,483.16	Honoraria/Speaker Fees	\$ 94,000.00	Shipping	\$ 3,099.65
Consultants	\$ 192,000.00	Long Distance Telephone	\$ 866.86	Signs	\$ 27,231.40
Courier	\$ 689.27	Meeting Room Rental	\$ 100,814.10	Supplies	\$ 11,534.09
Duplicating	\$ 15,033.61	Other Reimbursable Exp.	\$ 910,000.00	Temporary Help	\$ 2,314.92
Equipment Rental	\$ 1,663.13	Postage & Mailing	\$ 14,104.81	Transcription Services	\$ 22,960.00